

SYSTEM AND METHOD FOR PRESENTING PERSONALIZED CONTENT ON
ELECTRONIC COMMERCE WEB PAGES

ABSTRACT OF THE DISCLOSURE

A web-based electronic commerce system provides users with marketing content for certain items. The system utilizes personalization technology to provide information usable to generate recommendations to users. The presentation of
5 recommendations to a user is carried out by use of a product exploration or guided search technology. A personalized web page contains links to one or more initial product exploration or guided search web pages, or both. The initial product exploration or guided search web pages contain links to other web pages defined using the respective technologies and the personalization information available
10 regarding the user.

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